

CLAIMS

What is claimed is:

- 1 1. A system comprising:
2 a user computer, coupled to a data network, to display a user interface
3 usable to enter a plurality of user preferences; and
4 a server coupled to the data network to receive said plurality of user
5 preferences from said user computer and to generate non-broadcast content
6 based on said plurality of user preferences; and
7 a broadcast-based client-side device, coupled to the network, to receive
8 broadcast programming content from a broadcast source, and to receive said
9 non-broadcast content from said server.
- 1 2. The system of claim 1, wherein said data network is the Internet, said
2 broadcast source is a television programming source, and said broadcast-
3 based client-side device includes a set top box that is coupled to the Internet
4 and to said broadcast source.
- 1 3. The system of claim 1, wherein said user interface is used to access a
2 user account prior to entering said plurality of user preferences, said user
3 account to be used to associate said plurality of user preferences with a
4 particular user.

1 4. The system of claim 3, wherein said plurality of user preferences relate
2 to one or more of games, personals, fantasy sports, movie content, music
3 content, video on demand, content overlays, auctions and photos.

1 5. The system of claim 3, wherein said user interface is to include a
2 plurality of hyperlinks usable to access a plurality of submenus, said
3 submenus usable to enter said plurality of user preferences.

1 6. The system of claim 5, wherein said plurality of submenus relate to
2 one or more of games, personals, fantasy sports, movie content, music
3 content, video on demand, content overlays, auctions and photos.

1 7. The system of claim 3, wherein said user interface includes one or
2 more drop down menus usable to enter said plurality of user preferences.

1 8. The system of claim 1, wherein said user interface is populated with
2 server data from said server over said data network, said server data relating
3 to said plurality of user preferences.

1 9. The system of claim 8, wherein said server is further to:

2 generate said non-broadcast content using said plurality of user
3 preferences entered using said user interface;
4 receive a request from said broadcast-based client-side device; and
5 transmit said non-broadcast content to said broadcast-based client-side
6 device in response to said request.

1 10. The system of claim 9, wherein said broadcast-based client-side device
2 is further to display said non-broadcast content and said broadcast
3 programming content on a display of said broadcast-based client-side device,
4 and wherein said non-broadcast content is displayed in accordance with said
5 plurality of user preferences.

1 11. A method comprising:

2 entering a plurality of user preferences using a user interface displayed
3 on a user computer that is coupled to a data network;

4 receiving, by a server coupled to the data network, said plurality of
5 user preferences from said user computer;

6 generating, by said server, non-broadcast content based on said
7 plurality of user preferences; and

8 receiving, by a broadcast-based client-side device coupled to the data
9 network, broadcast programming content from a broadcast source and said
10 non-broadcast content from said server.

1 12. The method of claim 11, wherein said receiving by the broadcast-based
2 client-side device comprises receiving, by the broadcast-based client-side
3 device coupled to the data network, broadcast programming content from the
4 broadcast source and said non-broadcast content from said server, where said
5 data network is the Internet, said broadcast source is a television
6 programming source, and said broadcast-based client-side device includes a
7 set top box that is coupled to the Internet and to said broadcast source.

1 13. The method of claim 11, further comprising accessing, using said user
2 interface, a user account prior to said entering the plurality of user
3 preferences, said user account to be used to associate said plurality of user
4 preferences with a particular user.

1 14. The method of claim 13, wherein said accessing comprises accessing,
2 using said user interface, the user account prior to said entering the plurality
3 of user preferences, said user account to be used to associate said plurality of
4 user preferences with the particular user, and wherein said plurality of user
5 preferences relate to one or more of games, personals, fantasy sports, movie
6 content, music content, video on demand, content overlays, auctions and
7 photos.

1 15. The method of claim 13, wherein said accessing comprises accessing,
2 using said user interface, the user account prior to said entering the plurality
3 of user preferences, said user account to be used to associate said plurality of
4 user preferences with the particular user, and wherein said user interface
5 includes a plurality of hyperlinks usable to access a plurality of submenus,
6 said submenus usable to enter said plurality of user preferences.

1 16. The method of claim 15, wherein said accessing comprises accessing,
2 using said user interface, the user account prior to said entering the plurality
3 of user preferences, said user account to be used to associate said plurality of
4 user preferences with the particular user, and wherein said user interface
5 includes a plurality of hyperlinks usable to access a plurality of submenus
6 that relate to one or more of games, personals, fantasy sports, movie content,
7 music content, video on demand, content overlays, auctions and photos.

1 17. The method of claim 13, wherein said accessing comprises accessing,
2 using said user interface, the user account prior to said entering the plurality
3 of user preferences, said user account to be used to associate said plurality of
4 user preferences with the particular user, and wherein said user interface
5 includes one or more drop down menus usable to enter said plurality of user
6 preferences.

1 18. The method of claim 11, further comprising populating said user
2 interface with server data from said server over said data network, said
3 server data to relate to said plurality of user preferences.

1 19. The method of claim 18, further comprising:

2 generating said non-broadcast content using said plurality of user
3 preferences entered using said user interface;

4 receiving a request from said broadcast-based client-side device; and

5 transmitting said non-broadcast content to said broadcast-based client-
6 side device in response to said request.

1 20. The method of claim 19, further comprising displaying, by said
2 broadcast-based client-side device, said non-broadcast content and said
3 broadcast programming content on a display of said broadcast-based client-
4 side device, and wherein said non-broadcast content is displayed in
5 accordance with said plurality of user preferences.

1 21. A computer program product comprising:

2 a computer usable medium having computer program code embodied
3 therein to display information, the computer program product having:

4 computer readable program code to enter a plurality of user
5 preferences using a user interface displayed on a user computer that is
6 coupled to a data network;

7 computer readable program code to receive, by a server coupled
8 to the data network, said plurality of user preferences from said user
9 computer;

10 computer readable program code to generate, by said server,
11 non-broadcast content based on said plurality of user preferences; and

12 computer readable program code to receive, by a broadcast-
13 based client-side device coupled to the data network, broadcast programming
14 content from a broadcast source and said non-broadcast content from said
15 server.

1 22. The computer program product of claim 21, wherein said computer
2 readable program code to receive by the broadcast-based client-side device
3 comprises computer readable program code to receive, by the broadcast-
4 based client-side device coupled to the data network, broadcast programming
5 content from the broadcast source and said non-broadcast content from said
6 server, where said data network is the Internet, said broadcast source is a
7 television programming source, and said broadcast-based client-side device
8 includes a set top box that is coupled to the Internet and to said broadcast
9 source.

1 23. The computer program product of claim 21, further comprising
2 computer readable program code to access, using said user interface, a user
3 account prior to said entering the plurality of user preferences, said user
4 account to be used to associate said plurality of user preferences with a
5 particular user.

1 24. The computer program product of claim 23, wherein said computer
2 readable program code to access comprises computer readable program code
3 to access, using said user interface, the user account prior to said entering the
4 plurality of user preferences, said user account to be used to associate said
5 plurality of user preferences with the particular user, and wherein said
6 plurality of user preferences relate to one or more of games, personals,
7 fantasy sports, movie content, music content, video on demand, content
8 overlays, auctions and photos.

1 25. The computer program product of claim 23, wherein said computer
2 readable program code to access comprises computer readable program code
3 to access, using said user interface, the user account prior to said entering the
4 plurality of user preferences, said user account to be used to associate said
5 plurality of user preferences with the particular user, and wherein said user
6 interface includes a plurality of hyperlinks usable to access a plurality of
7 submenus, said submenus usable to enter said plurality of user preferences.

1 26. The computer program product of claim 25, wherein said computer
2 readable program code to access comprises computer readable program code
3 to access, using said user interface, the user account prior to said entering the
4 plurality of user preferences, said user account to be used to associate said
5 plurality of user preferences with the particular user, and wherein said user
6 interface includes a plurality of hyperlinks usable to access a plurality of
7 submenus that relate to one or more of games, personals, fantasy sports,
8 movie content, music content, video on demand, content overlays, auctions
9 and photos.

1 27. The computer program product of claim 23, wherein said computer
2 readable program code to access comprises computer readable program code
3 to access, using said user interface, the user account prior to said entering the
4 plurality of user preferences, said user account to be used to associate said
5 plurality of user preferences with the particular user, and wherein said user
6 interface includes one or more drop down menus usable to enter said
7 plurality of user preferences.

1 28. The computer program product of claim 21, further comprising
2 computer readable program code to populate said user interface with server
3 data from said server over said data network, said server data to relate to said
4 plurality of user preferences.

1 29. The computer program product of claim 28, further having:

2 computer readable program code to generate said non-
3 broadcast content using said plurality of user preferences entered using said
4 user interface;

5 computer readable program code to receive a request from said
6 broadcast-based client-side device; and

7 computer readable program code to transmit said non-
8 broadcast content to said broadcast-based client-side device in response to
9 said request.

1 30. The computer program product of claim 29, further comprising
2 computer readable program code to display, by said broadcast-based client-
3 side device, said non-broadcast content and said broadcast programming
4 content on a display of said broadcast-based client-side device, and wherein
5 said non-broadcast content is displayed in accordance with said plurality of
6 user preferences.